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An Improved Pedigreed Pure Bred Variety Of Genuine
Texas Red Rust Proof Oats

FERGUSON No. 71 OATS

Sold Only With Our Seals And Certificates On Every Bag



∴ Some Proven Advantages ∴

Developed by 19 Years of Pedigreed Breeding

1. LARGER YIELD THAN COMMON RED OATS—More bushels and dollars per acre without extra labor.
2. A BETTER QUALITY OF GRAIN—Threshermen and grain dealers say so.
3. GREATER HARDINESS AGAINST WINTER KILLING—Affording more winter grazing and earlier maturity to escape spring drouths.
4. GREATER DROUTH RESISTANCE—Their superior yield in dry season has repeatedly proven this.
5. FREER STOOILING HABITS—Due to greater vigor, thus requiring less seed to sow.
6. GREATER STIFFNESS OF STRAW—Thus avoiding losses from lodging and blowing down.
7. MORE RESISTANCE TO RED AND BLACK RUST—Many customers have found that this has saved them from losses amounting to many dollars for every acre planted.
8. PRACTICAL FREEDOM FROM SMUT—Due to seed treatment given our seed every year. This in itself will save you more than the entire cost of your seed.

98 Per Cent of Our Customers Say Our Seed Have These Advantages: That They Got the Money for Each Quality, (See Page Four)---It Was Money to Them---It Will Be Money to You.

Can You Afford to Lose by Continuing to Plant Common Thresher-run, Unimproved Seed,
When Improved, Pedigreed, Recleaned, Graded and Smut Treated Seed Can Be Had?

FERGUSON SEED FARMS

Breeders and Growers of Staple Seed For the Southwest

Sherman,

Texas

Distributing and Growing Stations at Howe, Texas, and Oklahoma City, Oklahoma

The History of Ferguson No. 71 Oats

An Improved Pure-Bred Pedigreed Variety of
Texas Red Rust Proof Oats
Developed by 19 Years of Breeding

It is not Ferguson, but Ferguson's 19 years of persistent, rigid practice of applying approved scientific METHODS of pedigreed Seed Breeding that explains why his seeds have habitually proven to be "better yielders" than "just selected seeds."

19 Years of Breeding—10 Years Proven Success

Ferguson No. 71 Oats have been on the market only 10 years, but they are the result of 19 years of systematic effort on the part of Mr. Ferguson to improve the native Southern Red Oat—to produce an improved strain of this oat that would possess Larger Yielding Qualities, Greater Rust Resistance, Freer Stooling Habits and Greater Hardiness Against Cold.

Mr. Ferguson began his work with oats 19 years ago. More than 500 individual selections were tested in his breeding grounds. Rigid selection was practiced and many valuable strains were discovered. His final selection—the best-by-test of all these—happened to be "Number 371" and was named FERGUSON NO. 71 OAT.

Working with several thousand selections for 19 years, he has assured himself by careful and systematic tests of the advantages of the good qualities possessed by FERGUSON NO. 71 OATS. We can offer no stronger proof that this pedigreed strain does possess advantages over ordinary oats than the letters we have received from growers of this oat, a number of which we reproduce, telling in their own words the advantages they recognized after growing these oats.

Made \$10,000 Extra

Dear Mr. Ferguson—I know from experience, observation, demonstration and test, made on my own farm, that FERGUSON NO. 71 OATS are much better than the common thresher-run Texas red oats we farmers have been growing for so many years. In order that you may know just how much better these improved oats are, I herewith give these facts:

I run a pretty good sized farm and a few dollars extra on every acre means a good piece of money to me. Last year I bought 30 bushels of FERGUSON NO. 71 OATS. I would have bought more if I had known then what I know now. I sowed the FERGUSON NO. 71 OATS in the field right beside my own common red oats, sowing crossways with the breaking. I started in with the common oats, then FERGUSON NO. 71 OATS and finished with my common oats. Both were sown on the same day on the same kind of land. As the crops came on I noticed a difference. In harvesting and threshing I measured the amount as follows:

FERGUSON NO. 71 OATS	76 bu. per acre
Common Red Oats	45 bu. per acre
Measured Difference	31 bu. per acre

Besides the extra bushels, the FERGUSON NO. 71 OATS were a better quality. I think I gained over \$20 an acre above the extra cost of seed, which was about \$1. I made about \$300 extra by planting FERGUSON NO. 71 OATS. Yours truly, H. L. STRAIN, Hughes (Co.) Okla.



FERGUSON NO. 71 OATS

Mr. Armstrong Grows Two Kinds of Red Oats

Lost Two Thousand Dollars

He is a large oat grower and has "tried" FERGUSON NO. 71 OATS four seasons. The first crop pleased him, but fearing that it was a "happen so" he must again try his own oats that he had been proudly growing for 23 years. The above photographs, taken at his request, are to "show" how he gained 38 bushels per acre. Mr. Armstrong says: "I figure I lost \$2,000 three years ago by not having all my oats in the best improved pedigreed seeds."



HIS OWN TEXAS RED OATS



OUR PROMISES .:. AND .:. THE RESULTS

Here is what we promised.

An Improved Highly-Bred Pure Red Oat.
Better Yield.
More Grain and Less Straw.
Greater Resistance to Red or Black Rust.

Comparative Freedom from Smut.
Greater Hardness Against Cold.

Stiff Straw to Withstand Winds.

Freer Stooling Plants.
Heavier and Better Grain

More Profitable Oat

Here is what our customers reported

(Read a few letters for the proof)

Crops Uniform in Straw and Grain.
Five to Forty Bushels Increase in Yield.
Unexpected Yields From Low, Stout Stems.
Absolute Freedom or Slight Losses From Red and Black Rust.
Little or no Losses from Blasted Heads.
That they Stood the Winter Better than Common Oats.
That the Crop did not Lodge even on Strong Land.
That Less Seed was required Per Acre.
Tests Showed Grain to be Heavier than the Native Oats.
Made Extra Money by Selling Their Crops for Seed to Their Neighbors.

Prices and Guarantees

If you are going to plant oats, why not make sure of a good crop by planting extra clean, sound, heavy seed of a proven high yielding variety? Count up the advantages as noted in the letters of growers who have tested all varieties. Early fall seeding or early winter seeding is usually better than late seeding.

Our Certified Pedigreed Seed of Ferguson No. 71 Oats are doubly re-cleaned and graded, and then treated for smut in our special seed oat grading plant, the most complete in the South.

They are put up in heavy, new, branded 150-lb. bags with our Seal and Certificate of Good Breeding on every bag, and sold F. O. B. our station, on our **STRINGLESS GUARANTEE** of "Satisfactory Seeds or Money Back," as given in our illustrated Seed Catalog.

Current prices are given in the latest issues of FERGUSON'S SEED CURRENT, a monthly price current on all kinds of Seeds for Fields, Gardens and Lawns. Free on request.



How Our Customers Make and Save Money With Ferguson No. 71 Oats

By Producing Large Yields From Bred-Up Seeds. Our customers report increased yields varying from 5 to 45 bushels per acre more than their native oats. This means from \$4 to \$45 per acre EXTRA PROFIT due to the use of FERGUSON NO. 71 OATS, even when sold as just feed oats.

By Planting Smut-Free Treated Seeds. We treat not only our own stock seed to prevent smut in the crop, but also every bushel of oats we ship out. This means that the crop will be practically free from smut for two or more years. Our smut-free seeds will be worth the price to you regardless of other advantages. This gain is usually 3 per cent to 20 per cent, amounting to 3 to 12 bushels per acre.

By Raising A Rust-Proof Oat. Red and black rust are common causes of low yield in oats. Nearly every customer reports little or no rust in FERGUSON NO. 71 OATS. Mr. M. C. Abrams says his crop had "no rust at all; others had some."

By Using A Drouth-Resisting Oat. In dry seasons FERGUSON NO. 71 OAT with its deep-rooted, free-stooling habits and small but stiff straw, produces a more profitable and satisfactory crop than the ordinary red oats, wherever they have been tried out by growing side by side, especially in the Southwest.

By Reducing Losses From Winter Killing. FERGUSON NO. 71 OATS are distinctly hardier and more resistant to winter killing by cold than the common red oats, as proven in our many tests, (we are near the northern limit of fall planted red oats) and the many cases where our customers report FERGUSON NO. 71 OATS going through the winter with good crops when others, under the same conditions, were completely frozen out. Have stood near zero freezes.

By Using Heavy Recleaned Graded Seed. Quick growing seeds reduce losses by producing healthy plants and avoiding poor stands. Our certified seed of FERGUSON NO. 71 OATS are carefully treated and doubly re-cleaned, and graded by power driven machinery especially designed for preparing seed oats: they are 98% to 99% sound, heavy, plump seed.

By Producing A More Valuable Oat. Threshermen and grain dealers advise growers of FERGUSON NO. 71 OATS not to sell their crops on the general market but sell to their fellow farmers for seed. Many of our customers advise us, when ordering freshly improved stock, that they are selling a part of their crop to their neighbors for seed at a good premium over the market. Read their statements. The frequency of these reports is good evidence that FERGUSON NO. 71 OATS are a valuable crop for the extra-price-per-bushel, to say nothing of the extra bushels. Your neighbors will be convinced by seeing the crops.

Every Claim We Make Is Verified By Former Customers. See their letters herein. Hundreds more on request. Ten years of proven success is the record. We sell only our own freshly improved pedigreed seed in sealed bags.

By Using Less Seed. FERGUSON NO. 71 OATS are free-stooling and require less seed to the acre than ordinary oats; 1 to 1½ bushels will produce a better stand than double the amount of ordinary oats. The cost "per bushel" of FERGUSON NO. 71 OATS is slightly more, but the cost "per acre" is usually less. Mr. T. J. Welch planted 10 bushels of FERGUSON NO. 71 OATS on 10 acres and harvested 715 bushels. Read his letter below:

Large Yield From One Bushel Per Acre. "I sowed them the middle of February, and threshed 71½ bushels per acre, or 715 bushels for the 10 bushels I bought and sowed. I sold the crop for seed. The following order will show how well pleased I am: Enclosed find check for 55 bushels of your FERGUSON NO. 71 OATS. Success to you in the oat business."—T. J. Welch, Brown County, Texas.

No. 71. Oats Made 84½ Bushels; Common Oats 40. "FERGUSON NO. 71 OATS are the best on the market and I will plant nothing else, as I lost at least \$31.50 per acre by not planting all my crop in FERGUSON NO. 71 OATS, counting oats at 70 cents per bushel. The quality was extra good and they stoolled freely. My common oats made 40 bushels and the FERGUSON NO. 71 OATS under the same conditions made 84½ bushels per acre. Yours for better oats."—J. G. Wilkerson, Grandview, Texas, Route No. 4.

Your Labor and Land Will Do As Well If You Plant Ferguson No. 71 Oats

If You Plant Freshly Improved Pedigreed Seed You Can Do as Well
as the Following Growers of

Ferguson No. 71 Oats

Sold Only With Our Seals and Certificates on Every Bag.

SEED
BREEDERS

Ferguson Seed Farms
SHERMAN, TEXAS.

SEED
GROWERS

Made 25 Bu. More; Sold at Premium of 8 Cents.

"I am well pleased with the results from my crop of FERGUSON NO. 71 OATS, as I made about 25 bushels more per acre and sold my crop for 65c per bushel when other oats were bringing only 57c. Your oats are bringing me \$21 an acre more than the common oats. I recommend them to anyone looking for bigger yields and more money."—E. H. Bootright, Muskogee County, Oklahoma.

80 Bushels vs. 40 Bushels.

"The oats are all right. They turned out well. They threshed 80 bushels per acre and the common oats 40. My neighbors all want them for seed. The threshermen and my grain dealers advise me not to sell them on the market at all, but to save them for this community. They all think they are fine. I am well satisfied with my investment."—A. M. Morrison, Collin County, Texas.

After 10 Years Says "Best Oats for Texas."

Dr. J. D. Lovelace, of McLennan County, Texas, was a purchaser of the first lot of FERGUSON NO. 71 OATS. He is a large farmer. Here is his letter: "From several years experience and observation with FERGUSON NO. 71 OATS, grown on my own farm and my neighbors' farms, often right beside with the common oats, I know that the FERGUSON NO. 71 OATS have yielded from 25 to 100 per cent more. The quality is better, they suffer less from rust, stool more freely and stand the winter better. I find that it pays to secure freshly tested and improved seeds from season to season."

Stood Drouth and Winter in Frio County.

"Replying to your letter relative to oats bought of you last fall, will say that the oats had one rain in October, just after planting time, one rain, of about 1 inch, in January and nothing again until April 15th. I had grazed them all the time and after the April rain they ran up about 12 inches and made good grain, but was too short to cut so I just grazed them off. No oats stood up against the drouth like these oats did."—M. W. Lindholm, Frio County, Texas.

"The Best Oats I Ever Planted."

"FERGUSON NO. 71 OAT is the best I ever planted. Planted 10 acres with 15 bushels; got a good stand, stooped freely, went through the winter fine, made a better yield and better quality than the common red oat."—Otis Wardlow, R. 1, McCaskier, Ark.

The Best Oats In the Community.

"Sowed 1½ bushels per acre and made the best oats in the community. The yield was ¼ better. They are the best oats I have ever planted."—M. L. Pierce, Millsap, Texas.

Can Sell All His Crop for Seed.

"I will write you in regard to the No. 71 Oats I got from you last year. They out-yielded the common oats from 15 to 20 bushels per acre. I sowed them after the freeze in January and we had a dry February so they were cut short. The grain was fine, the heads were short and didn't multiply much on account of so much dry weather. Am well pleased with them and can sell all I have to spare for seed."—Tom Landrum, Coleman County, Texas.

Gained 28 Bushels on Oats; 12 Bushels on Wheat.

"FERGUSON NO. 71 SEED OATS made 63 bushels per acre where others made 44, and FERGUSON FULL-CASTER WHEAT made 21 bushels per acre where others made 13."—J. L. Williams, Azle, Texas.

Oklahoma for Ferguson No. 71 Oats.

"I like your FERGUSON NO. 71 OATS. I got some seed from a neighbor, who got his seed from you. The FERGUSON NO. 71 OATS made ¼ more per acre the second year than the common red oats. They will grow on stronger land without falling than the red oats."—A. A. Haning, Seminole County, Oklahoma.



Smutted Stools Are Worse Than Weeds In Your Grain. We Supply Treated, Smut-Free Seeds.

Made \$350 More With Ferguson No. 71 Oats.

"I bought 70 bushels, planted 50 acres and made 10 bushels more per acre; I consider that I am ahead \$350. They stooped freely, much more so than the common red oats. The quality was the finest I ever threshed."—John Martin, R. 2, Burleson, Texas.

Made 1-3 More With Ferguson No. 71 Oats.

"They are the best oats I ever saw. They stooped freely and made ¼ more per acre. Nobody will make a mistake by planting FERGUSON NO. 71 OATS."—Marcus Gough, Roxton, Texas, R. 1.

Was Better Than Native Oats.

"In answer to your question about your No. 71 Oats, will say that I didn't thresh the oats, but could see that the oats from your seed were much better than the other seed. Just how much I can't say. I wish that I had threshed them so that I would have seed for another year."—T. J. Burks, Falls County, Texas.

Made \$18.70 An Acre With Ferguson No. 71 Oats.

"I sowed 10 acres with 20 bushels of FERGUSON NO. 71 OATS. They made 28 bushels more than common red oats under the same conditions. I was offered 72c per bushel, making a difference of \$18.70 an acre in the value of the two crops. They stooped more freely and made a better quality of oat. I never will sow anything else."—A. D. Ryan, Harmon County, Oklahoma.

Low, Stout Stalk and Heavy Grain.

"FERGUSON NO. 71 OATS made good after all. I sowed the oats the middle of January. Had no rain till end of April. The oats were not tall, but were heavy from seed and straw according to other kinds. I am more than pleased with same. I am willing to order again."—Otto W. Borchers, Guadalupe County, Texas.

Outyielded Common Oats 21 Bushels.

"I have just threshed the FERGUSON NO. 71 OATS. They threshed 50 bushels to the acre. My other oats threshed 35 bushels per acre. I sowed in October. They froze out fully half. 50 per cent of the fall sowing froze out completely in this county. I think I shall order some more this fall. Will prefer spring planting. I also want some wheat. Of course I am very much pleased with my oats. If the winter had not been so bad they would have made a third more. I expect to make an order in September."—J. M. McPherson, Hamilton Co. Texas